

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous)
Shivajinagar, Pune 5

(An Autonomous College affiliated to Savitribai Phule Pune University)

Syllabus

For

B. B.A. (Finance)

Choice Based Credit System (CBCS)

Syllabus under National Education Policy (NEP)

To be implemented from Academic Year 2025-2026

Semester III (Second Year)

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr./Week		Evaluation Scheme and Max Marks		
			TH	PR	TH	PR	CE	EE	Total
Major Core T (2+2 or 4), (T/P) (2)	24BaFinU3101	Basics of Cost Accounting	4		4		40	60	100
	24BaBbaU3102	Principles and Practices of Management	2		2		20	30	50
VSC P (2)	24BaFinU3501	Lab Course on Banking and Insurance		2		4	20	30	50
IKS (T/P) (2)	24BaBbaU3901	Ancient Indian Trade & Commerce	2		2		20	30	50
FP P (2)	24BaFinU3002	Field Project I		2		4	20	30	50
Minor (T/P) (2+2 Or 4)	24BaBbaU3301	Business Economics (Macro)	4		4		40	60	100
GE/OE (T/P) (2)	24BaBbaU3401	Event Management	2		2		20	30	50
AEC T (2)	24CpCopU3703	English Communication Skills II	2		2		20	30	50
CC T (2)	24CpCopU3001	Online Course on Yoga	2		2		20	30	50
Total			18	04	18	08	220	330	550

OE: Open Elective

AEC: Ability Enhancement Course

VEC: Value Education Course

CC: Co-Curricular Course

IKS: Indian Knowledge System

OJT: On Job Training

FP: Field Project

VSC: Vocational Skill Course

CEP: Community Engagement Project

SEC: Skill Enhancement Course

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S.Y. BBA (SEMESTER - III)
(2024 Course under NEP 2020)

Course Code: 24BaFinU3101

Course Name: Basics of Cost Accounting

Course Type: Major Core Theory

Teaching Scheme: TH: 4 Lectures/Week

Credits: 4

Examination Scheme: CIA: 40 Marks

End-Sem: 60 Marks

Prerequisites of the Course:

- Students should have basic knowledge of financial accounting.
- Students should have knowledge of various types of cost elements.

Course Objectives:

1. To impart the knowledge of basic cost concepts, element of cost & preparation of Cost Sheet.
2. To provide basic knowledge of important methods of costing.
3. To understand the various types of cost.

Course Outcomes:

On completion of the course, students will be able to –

CO No.	Course Outcome	Cognitive Level
CO1	Understand the meaning and importance of cost accounting	1,2
CO2	Understand the concept and application of cost sheet	2,3
CO3	Understand the application of Methods of Costing on the basis of nature of industry and manufacturing process of product or service	1
CO4	Classify the costs for determination of cost of product or service under respective methods of costing	2/4
CO5	Apply the concepts in cost ascertainment as per the applicable method of costing	3
CO6	Determine the cost of product or service as per cost unit applicable	5

Course Contents:

Chapter 1	Introduction	No. of Lectures
	1.1 Concept of Cost, Costing, Cost Accounting & Cost Accountancy 1.2 Limitations of Financial Accounting 1.3 Origin, Objectives and Features of Cost Accounting 1.4 Advantages and Limitations of Cost Accounting 1.5 Difference between Financial and Cost Accounting 1.6 Conceptual analysis of Cost Unit & Cost Centre	11
Chapter 2	Elements of Cost and Cost Sheet	No. of Lectures
	2.1 Material, Labour and other Expenses 2.2 Classification of Cost & Types of Costs 2.3 Problems on Cost Sheet 2.4 Problems on Tender Quotation	15
Chapter 3	Methods of Costing – Part I	No. of Lectures
	3.1 Job Costing- 3.1.1 Meaning, 3.1.2 Features, 3.1.3 Advantages, Limitations and 3.1.4 Problems on Job costing 3.2 Contract Costing – 3.2.1 Meaning and features of contract costing, 3.2.2 Works certified and uncertified, 3.2.3 Escalation clause, 3.2.4 Cost plus contract, 3.2.5 Work in progress, 3.2.6 Profit on incomplete contract 3.2.7 Problems on Contract Costing	15
Chapter 4	Methods of Costing – Part II	No. of Lectures

	4.1 Process Costing – 4.1.2 Meaning, 4.1.3 features of process costing, 4.1.4 Problems on process costing including Normal and Abnormal Loss/Gains 4.2 Service costing – 4.2.1 Meaning, 4.2.2 Features and application, 4.2.3 cost unit –simple and composite, 4.2.4 Problems on service costing for transport service	15
Experiential Learning		No. of Lectures
Pick any product or service and do a business (sale the product/service) for 15 days and prepare the cost sheet		04
Total No. of Lectures		60

Experiential Learning:

Students are encouraged to take up live projects in an industry or industry experts are invited for conducting guest lectures in order to acquaint students to align their theoretical knowledge and its application.

Industry based live projects allow students to gain valuable work experience while they are still studying in college. They pave way for self-empowerment through skill building and hands-on-training.

Allocation of Marks:

Theory - 50%

Practical problems - 50%

Area of Practical problems:

1. Cost-Sheet and Tender Quotation
2. Job costing
3. Contract Costing
4. Process costing
5. Service costing

Recommended Books:

1. Advanced cost Accounting by S. P. Jain and Narong
2. Cost Accounting by S. N. Maheshwari
3. Cost Accounting by Ratnam
4. Practice in Advanced Costing and Management Accounting by Prof. Subhash Jagtap
5. Cost Accounting – Bhatta HSM, Himalaya Publication
6. Cost Accounting – Prabhu Dev, Himalaya Publication
7. Advanced Cost Accounting – Made Gowda, Himalaya Publication
8. Cost Accounting Principles and Practice by M.N. Arora

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S.Y. BBA (SEMESTER – III)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU3102

Course Name: Principles and Practices of Management

Course Type: Major Core Theory

Teaching Scheme: TH: 2 Lectures/Week

Credits: 2

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisites of the Course:

- Basic Communication Skills & Comprehensive ability.
- Planning and Time Management Skills.

Course Objectives:

- The study of this subject enables students to understand basic principles of management, their critical-thinking and problem-solving skills.
- To identify professional and managerial skills of a manager.

Course Outcomes:

On completion of the course, students will be able to –

CO No.	Course Outcome	Cognitive Level
CO 1	To Define the basic concept of Management	1
CO 2	To Understand the Principles of Management in real-life business situation.	2
CO 3	To Identify their Managerial Ability and Professional Skills.	3
CO 4	To Analyze case studies for Critical Thinking and Problem Solving	4
CO 5	To Evaluate the Functions of Management with real-life business situation	5
CO 6	To Understand & Improve Decision Making and Managerial Skills	2,6

Course Contents:

Chapter 1	Concept & Nature of Management	No. of Lectures
	1.1 Meaning, definition, characteristics, nature, importance, objectives & functions – main & subsidiary 1.2 Concept of Management & Administration 1.3 Levels of Management 1.4 Skills of a manager, roles of a manager	08
Chapter 2	Evolution of Management Thoughts	No. of Lectures
	2.1 Approaches to management – Classical, Neo-classical and Modern: Quantitative / Mathematical, Systems, Decision Making / Decision Theory, William Ouchi's Theory Z, MBO 2.2 Contributions to management thoughts – Taylor and Scientific theory, Fayol and Administrative theory, Mayo and Hawthorne Experiments 2.3 Indian Management Thought: Indian perspectives on Functions of Management	08
Chapter 3	Functions of Management	No. of Lectures
	3.1 Planning – Meaning, nature and objectives 3.2 Organizing – Meaning, nature, elements of organizing, delegation of authority – meaning, need, centralization – meaning, advantages & disadvantages, decentralization - meaning, advantages & disadvantages 3.3 Staffing – Meaning, nature, and importance 3.4 Directing, Controlling, & Coordinating - Meaning, nature, and importance 3.5 Communication – Meaning, types of communication in an organization, and importance 3.6 Motivation- Meaning and concept 3.7 Decision making – Meaning, types and importance	10
Experiential Learning		No. of Lectures
Problem Solving using Group Discussions followed by Guest lectures		04
Total No. of Lectures		30

Experiential Learning:

1. Followed by various guest lectures and group discussion activities, critical thinking for problem solving and communication skills can be developed among students.
2. Application of basic functions of management can be done with the help of role playing and other tools

Recommended Books:

1. Principles & Practice of Management – Dr. L.M. Prasad, Sultan Chand & Sons – New Delhi

2. Essentials of Management - Harold Koontz and Itzin Wieblich, McGraw Hill International
3. Principles of Management – P.C. Tripathi, P.N. Reddy, Tata McGraw Hill
4. Management Theory & Practice – J.N. Chandan
5. Principles of Management – T Ramasamy, Himalaya Publishing House

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S.Y. BBA (SEMESTER - III)
(2024 Course under NEP 2020)

Course Code: 24BaFinU3501

Course Name: Lab Course on Banking and Insurance

Course Type: Vocational Skill Course

Teaching Scheme: PR: 4 Hours/Week

Credits: 2

Examination Scheme: CIA: 20 marks

End-Sem: 30 marks

Prerequisites of the Course:

- Students should be able to understand working of a bank as a financial institution.
- Students should have basic knowledge of insurance services.
- Students should be aware of the use of ATMs, credit cards, debit cards etc.

Course Objectives:

1. To acquaint the students with the fundamentals of banking.
2. To develop the capability of students for knowing banking concepts and operations.
3. To introduce the concepts of Life & General Insurance, Transport, Travel and Tourism.
4. To make the students aware about the careers in the field of Banking and Insurance.

Course Outcomes:

On completion of the course, students will be able to –

CO No.	Course Outcome	Cognitive Level
CO1	Know the concept of banking and insurance their functions and types, Identify key terms like ATM, Credit card, Debit card, Tele Banking, SWIFT, Core Banking Solution, UPI, Payment Gateways, NEFT, and RTGS	1
CO2	Describe the principles of general and life insurance and discuss the importance of technology in banking	2
CO3	Apply knowledge of banking functions to real-world scenarios and use different banking technologies such as UPI and payment gateways and Demonstrate understanding of insurance policies	3
CO4	Analyse the role of technology in transforming banking operations. And examine the organizational structure and administration of general insurance in India	4

CO5	Assess the effectiveness of different banking technologies and critique the major life insurance policies	5
CO6	Develop a report on banking and insurance activities and Formulate strategies for utilizing banking technology	6

Course Contents:

Chapter 1	Introduction to Banking	No. of Lectures
	1.1 Definition and meaning of bank 1.2 Evolution of banking 1.3 Types of Banks 1.4 Functions of Bank 1.4.1 Primary Functions: A) accepting deposits: Demand deposits: Current and Savings; Time Deposits-Recurring and Fixed deposits B) granting Loans and Advances- Term Loan, Short term credit, Overdraft, Cash Credit, Purchasing and Discounting of bills, 1.4.2 Secondary Functions: A) agency Functions- Payment and Collection of Cheques, Bills and Promissory notes, Execution of standing instructions, Acting as a Trustee, Executor. B) general Utility Functions: Safe Custody, Safe deposit vaults, Remittances of funds, Pension payments, Acting as a dealer in foreign exchange. 1.5 Types of Bank Accounts	15
Chapter 2	Recent Trends and Technology in Banking	No. of Lectures
	2.1 Need and importance of technology in banking 2.2 ATM, Credit card, Debit card, Tele Banking- Net banking, SWIFT (Society for Worldwide Inter- bank Financial Telecommunication), Concept of Core Banking Solution. 2.3 Introduction to UPI, Payment Gateways, NEFT, RTGS etc. 2.4 Career options in Banking	15
Chapter 3	Introduction to Insurance	No. of Lectures

	3.1 Definition and Meaning of Insurance 3.2 Types of Insurance a) eneral Insurance: Meaning, Types, Need, Scope, Principles, Functions of General Insurance, Organization and Administration of General Insurance in India b) ife Insurance: Meaning, Need & Principles of Life Insurance. Type of major policies, Working of Life Insurance Corporation, 3.3 Career options in Insurance Business	14
Experiential Learning		No. of Lectures
Report on below listed activities		16
Total No. of Lectures		60

Experiential Learning:

1. PPT Preparation
2. Preparation of a Questionnaire
3. Bank Visit
4. Preparation of a Visit Report
5. Calculation of EMI
6. Banking Complaint Ombudsman Form
7. KYC Updation and Linking PAN with Adhaar
8. Case Study on Banking Functions
9. Claim Settlement Procedure
10. Comparison on Insurance Policies using Policybazaar
11. Marketing of Banking Products
12. Marketing of Insurance Products
13. How to Open Loan Account
14. Finalizing Insurance Policy Plan
15. How to Open Account | Process Awareness

Recommended Books:

1. Practice and Law of Banking: G.S.Gill
2. Banking: Law and Practice- P.N. Varshney
3. Banking: Theory and practice- E.Gordon, K. Talraj
4. Banking: Law and Practice in India- Tannan • Banking: Law and practice in India- Maheshwari
5. Fundamentals of Banking- Dr. G.V.Kayandepatil, Prof. B.R.Sangle, Dr. G.T.Sangle, Prof. N.C.Pawar
6. Insurance: Principles and Practices of Insurance – G. S. Pande
7. Insurance: Principles and practices – M. N. Mishra
8. Insurance: Principles and practices – C. Gopalkrishna 9. Life Insurance in India: G. R. Desai

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S.Y. BBA (SEMESTER - III)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU3901

Course Name: Ancient Indian Trade & Commerce

Course Type: Indian Knowledge System

Teaching Scheme: TH: 2 Hours/Week

Credits: 2

Examination Scheme: CIA: 20 Marks

End Sem: 30 Marks

Prerequisites of the Course:

- Students should have basic knowledge of ancient Indian history like Chatrapati Shivaji Maharaj

Course Objectives:

- To acquaint the students about the nature of Industry, Occupation and Agriculture in Mauryan period.
- To understand the nature of Trade and Commerce during Mauryan period.
- To understand the nature of Guilds system during Mauryan period.
- To make students understand the nature of Textiles during Mauryan period.
- To make them understand about Administration system during Mauryan period.

Course Outcomes:

On completion of the course, students will be able to –

CO No.	Course Outcome	Cognitive Level
CO1	To define concepts and explain nature of Industry, Occupation, Agriculture during Mauryan period.	1, 2,
CO2	To explain and distinguish Internal and External Trade during Mauryan Empire.	2,,4
CO3	To explain the nature of commerce Mauryan period.	2,5
CO4	To explain the nature and system of Guilds in Ancient India.	2,5
CO5	To explain nature of Textiles and Costume.	2
CO6	To explain and distinguish Coinage with and Administration system.	2,4

Course Contents:

Chapter 1	<u>Section-A</u> Industries & Occupation during Mauryan Period (322-185 BCE)	No. of Lectures
	1.1 Nature of Economic System: 1.1.1 Agriculture, 1.1.2 Irrigation 1.1.3 Occupation 1.1.4 Tax 1.1.5 Metals, and others	08
	<u>Section-B</u> Trade & Commerce in Maurya (322-185 BCE) and Gupta Period (320-550 CE)	No. of Lectures
	1.2. Trade 1.2.1. Nature of Trade 1.2.2. Trade Centres, 1.2.3. Internal Trade (Eastern India & Northern India) 1.2.4. External Trade (Srilanka, Egypt and Greece) 1.2.5. Trade Routes 1.2.6. Transportation 1.3. Weight and Measures 1.3.1. Nature of Weights and Measures	06
Chapter 2	Guilds in Ancient India	No. of Lectures
	2.1 Meaning of Guilds 2.2 Nature and Membership 2.3 Work 2.4 Importance of Guilds: Social and Economic	06
Chapter 3	Coinage	No. of Lectures
	3.1 Origin and Development of Coin 3.2 Nature of Coins: 3.2.1. Punch Marked, 3.2.2. Satavahana, and 3.2.3. Gupta 3.3 Importance Numismatics 3.4 Nature of Textiles and Costumes 3.5 Administration System: 3.5.1. Central Administration 3.5.2. Revenue Administration 3.5.3. Provincial Administration 3.5.4. Judicial Administration	06
Experiential Learning		No. of Lectures
Project, Guest Lecture, Visit		04
Total No. of Lectures		30

Recommended Books:

1. A.S. Altekar: State & Government in Ancient India, Banarsidas Publication Delhi
2. Shrivastav B: Trade & Commerce in Ancient Indian
3. Economic Sutras by Prof. Satish Y. Deodhar, IIMA Books Series
4. Essentials of Business Economics, Vikas Publications, Latest Edition
5. Kanagasabapathi, "Indian Models of Economy, Business and Management", Third Edition, Prentice

Hall India Ltd., Delhi

6. Lotus and Stones, Garuda Prakashan Pvt.Ltd. (31 October 2020)
7. Economic Modeling Analysis and Policy for Sustainability, IGI Global, Latest Edition by Goswami Anandajit

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S.Y. BBA (SEMESTER - III)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU3301

Course Name: Business Economics (Macro)

Course Type: Minor Paper Theory

Teaching Scheme: TH: 4 Hours/Week

Credits: 4

Examination Scheme: CIA: 40 Marks

End Sem: 60 Marks

Prerequisites of the Course:

1. Students have knowledge about Economics.
2. Students have knowledge about Microeconomics and Macroeconomics.

Course Objectives:

1. Students will understand meaning and importance of study of Macroeconomics.
2. Students will be able to understand Macroeconomics Aggregates such as National Income, Inflation, Deflation, Money, Monetary Policies, Consumption, Savings, Investments and Business Cycles etc.
3. Students will understand role of Macroeconomics Policies in Economic Growth and Development of the Nation.

Course Outcomes:

On completion of the course, students will be able to -

CO No.	Course Outcome	Cognitive Level
CO1	To define Macroeconomics and its importance. To define, explain NI and its concepts. To explain importance of National Income. To explain different methods to measure National Income.	1,5,
CO2	To explain and criticize Theories of Output and Employment.	2,5
CO3	To explain Consumption and Saving Function and distinguish its various types and to discuss about factors affecting on them.	2,4, 6
CO4	To define Investment Function and Classify investment. To define and explain Marginal efficiency of Capital, Multiplier and Accelerator Principle.	1,2,4
CO5	To define and explain Functions of money. To explain demand for and supply of money and measures of RBI to control credit. To explain, causes, consequences, classify and effects of inflation. To define stagflation and its causes.	1,5,4
CO6	To define, explain Business Cycle, Phases of Business Cycle and its effects.	1,2,5

Course Contents:

Chapter 1	Introduction to Macroeconomics and National Income	No. of Lectures
	1.1. Introduction to Macroeconomics: 1.1.1. .Meaning, Definition & Objectives of Macro Economics 1.1.2. Nature of Macroeconomics. 1.1.3. Scope of Macroeconomics 1.1.4. Significance of Macroeconomics 1.1.5. Limitations of Macro Economics 2.1. National Income: 2.1.1. Meaning and Importance of National Income 2.1.2. Concepts: Gross National Product (GNP), Net National Product (NNP), Gross Domestic Product Per Capita Income, Personal Income, Disposable Income 2.1.3. Measurement of National Income: Methods and Difficulties. 2.1.4. Circular Flow of Income in Two Sector Model (With Savings) 2.1.5. Circular Flow of Income in Three Sector Model (With Government) 2.6. Circular Flow of Income in Four Sector Model (With World Economy) 3.1. Theories of Output and Employment: 3.1.1. J.B.Say's Classical Theory of Employment 3.1.2. Keynes Criticism on Classical Theory of Employment 3.1.3. Kenyesian Theory of Employment	14
Chapter 2	Consumption, Saving and Investment	No. of Lectures
	2.1. The Consumption Function: Meaning 2.1.1. Average Propensity to Consume (APC) and Marginal Propensity to Consume (MPC) 2.1.2. Keynes Psychological Law of Consumption 2.1.3. Determinants of consumption 2.2. Saving Function: Meaning 2.2.1. Average Propensity to Save (APS) and Marginal Propensity to Save (MPS) 2.2.2. Determinants of consumption 2.3. Investment Function: Meaning 2.3.1. Types of Investment: Gross, Net, Induced & Autonomous. 2.3.2. Marginal Efficiency of Capital and its Determinants 2.3.3. Concept of Investment Multiplier and Acceleration Principal.	14
Chapter 3	Money and Inflation	No. of Lectures

	3.1. Money: 3.1.1. Meaning and Functions of Money 3.1.2. Demand for Money: 3.1.3. Classical Approach, Keynesian Approach 3.2. Supply of Money: 3.2.1. Meaning	14
	3.2.2. Credit Creation of Commercial Banks, 3.2.3. Money Measures of RBI (M1, M2, M3, M4), 3.2.4. Credit Control Methods 3.3. Inflation: 3.3.1 Meaning and Definition 3.3.2. Philip Curve 3.3.3. Causes of Inflation 3.3.4. Consequences of Inflation 3.3.4. Demand Pull and Cost Push Inflation 3.3.5. Stagflation: meaning and Causes	
Chapter 4	Trade Cycle	No. of Lectures
	4.1. Meaning and Definition of Trade Cycle 4.1.1. Characteristics of Trade Cycle 4.1.2. Phases of Trade Cycle 4.1.3. Control of Trade Cycle: Monetary Measures and Fiscal Measures	12
Experiential Learning		No. of Lectures
Assignments, Project, PPT		06
Total No. of Lectures		60

Recommended Books:

- Economics – Samuelson, Nordhaus –MC Graw Hill.
- Macro Economics-D.M.Mithani – Himalaya Publishing.
- Macro Economics - M.L.Jingan – Vrinda Publications (P) Ltd.

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S.Y. BBA (SEMESTER - III)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU3401

Course Name: Event Management

Course Type: Open Elective (OE)

Teaching Scheme: TH: 2 Hours/Week

Credits: 2

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisites of the Course:

- Students have basic knowledge about concept of events
- They should know various types of events.

Course Objectives:

- To acquaint the students with concepts, issues, and various aspects of event management.
- To understand the scope of the event management industry.
- Understand the concepts of market segmentation, niche marketing, targeting, positioning, and branding in events
- Acquire the skills necessary to organize and manage events, including pre-event, during-event, and post-event activities.
- Gain insights into the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry in India and its significance in event management.

Course Outcomes:

On completion of the course, students will be able to –

CO No.	Course Outcome	Cognitive Level
CO 1	Define key terms related to event management. List the 5 C's and 5 W's of events.	1
CO 2	Explain the importance of event management. Describe the characteristics of different types of events.	2
CO 3	Apply the 5 C's and 5 W's to a real-world event scenario. Organize a team for an event based on the core concepts of event infrastructure.	3
CO 4	Analyze the role and qualities of an event organizer. Differentiate between revenue-generating and non-revenue-generating customers.	4
CO 5	Evaluate the factors to be considered when selecting a venue. Critique the effectiveness of pre-event, during-event, and post-event activities.	5
CO 6	Design a comprehensive event management plan including goals, budget, and marketing strategies. Develop a niche marketing strategy for a specific event.	6

Course Contents:

Chapter 1	Introduction to Event and Event Management	No. of Lectures
	1.1 Introduction and Definition of Event. 1.2 Importance of Event Management 1.3 5 C's of Events. 1.4 5 W's of Event. 1.5 Types of Events and its characteristics. 1.6 Objectives of Event Management. 1.7 MICE in India	08
Chapter 2	Event Infrastructure	No. of Lectures
	2.1 Event Infrastructure: 2.1.1 Core Concept, 2.1.2 Core People, 2.1.3 Core Talent, 2.1.4 Core Structure. 2.2 Clients: 2.2.1 Types of clients 2.2.2 Revenue Generating Customers. 2.2.3 Nonrevenue Generating Customers. 2.3 Event Organizers: 2.3.1 Role of Event Organizer, 2.3.2 Qualities of an Event Organizer, 2.4 Venue: 2.4.1 In-house Venue, 2.4.2 In-door Venue, External Venue. 2.4.3 Factors to be considered on selection of venue.	08
Chapter 3	Procurement, Warehouse Management and Inventory Management	No. of Lectures
	3.1 Activities in Event Management: 3.1.1 Pre-event Activities. 3.1.2 During-Event Activities. 3.1.3 Post-event Activities. 3.2 Event management process 3.2.1 Define event goals and objectives 3.2.2 Organize a team 3.2.3 Set a budget 3.2.4 Choose an event date and venue 3.2.5 Plan event details 3.2.6 Market and promote the event 3.2.7 Execute and manage the event 3.3 Concept of Market in Event: 3.3.1 Segmentation for Events 3.3.2 Niche marketing in events. 3.3.3 Targeting. 3.3.4 Positioning of Events. 3.3.5 Branding in Events.	08

Experiential Learning	No. of Lectures
Visit to any trade fairs or exhibitions or any other event category.	06
Total No. of Lectures	30

Experiential Learning:

The students will attend any event on their own and make a report. The report should be made in the following format.

- Introduction about the event: Name of event, Date, Venue.
- Details of Organizers and management
- Type of event-Explain
- Expected Number of Attendees
- Number and types of Stalls
- List of events/activities
- List of Sponsors and types of interaction points with sponsors.
- Type of Venue and its pros and cons.
- Details about the Layout of the event.
- Details about the stage and Decoration.
- Safety and risk management measures adopted in the event.
- Parking management.
- Washroom facility.
- Audio-visual arrangements.
- How was the canvassing of the event done? Explain with examples.
- Examples of press coverage of the event.

Recommended Books:

1. Event Management: Wagen, Lynn Van Der, Pearson Education, 2012.
2. Event Marketing and Management: Gaur, Sanjaya Singh, Vikas Publishing House Pvt Ltd. 2003.
3. Business Management: G. M. Dumbre, Success Publications, Pune.
4. Event Planning and Management: Sharma, Diwakar, Deep & Deep Publication Pvt Ltd. 2005.
5. Events Management: Raj, Razaq, SAGE Publication India Pvt. Ltd. 2009.

Semester IV (Second Year)

Course Type	Course Code	Course Title	Credits		Teaching Scheme Hr./Week		Evaluation Scheme and Max Marks		
			TH	PR	TH	PR	CE	EE	Total
Major Core T (2+2 or 4), (T/P) (2)	24BaFinU4101	Management Accounting	4		4		40	60	100
	24BaBbaU4102	Business Organization and System	2		2		20	30	50
VSC P (2)	24BaFinU4501	Lab Course on Fundamentals of Capital Market		2		4	20	30	50
CEP P (2)	24CpCopU4003	Community Engagement Project		2		4	20	30	50
Minor (T/P) (2+2 or 4)	24BaBbaU4301	Public Finance and International Economics	4		4		40	60	100
GE/OE (T/P) (2)	24BaBbaU4401	Business Planning and Project Management	2		2		20	30	50
SEC T (2)	24BaBbaU4601	Research Methodology (Tools and Analysis)	2		2		20	30	50
AEC T (2)	24CpCopU4701/ 24CpCopU4702	MIL-II (Hindi) / MIL-II (Marathi)	2		2		20	30	50
CC T (2)	24CpCopU4001	Health and Wellness	2		2		20	30	50
Total			18	04	18	08	220	330	550

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AEC: Ability Enhancement Course

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S.Y. BBA (SEMESTER - IV)
(2024 Course under NEP 2020)

Course Code: 24BaFinU4101

Course Name: Management Accounting

Course Type: Major Core Theory

Teaching Scheme: TH: 4 Hours/Week

Credits: 4

Examination Scheme: CIA: 40 Marks

End Sem: 60 Marks

Prerequisites of the Course:

- Students should have basic understanding of accounting and different branches of accounting.
- Students should be aware of the limitations of financial accounting and cost accounting.
- Students should have numerical aptitude and analytical aptitude.

Course Objectives:

- To provide the knowledge about the area of management accounting.
- To prepare cash budget & working capital statement.
- To understand the difference between current assets and current liabilities.
- To understand the utility of Cost-Volume-Profit Analysis in real life situations.

Course Outcomes:

On completion of the course, student will be able to –

CO No.	Course Outcome	Cognitive Level
CO1	Understand the area and application of Management Accounting	1
CO2	Classify current assets and current liabilities	2
CO3	Apply Cost-Volume-Profit Analysis of management accounting in real life situation	2/4
CO4	Simplify the process of preparation of cash budget	3
CO5	Estimate working capital requirement of a company.	5

Course Contents:

Chapter 1	Introduction to Management Accounting	No. of Lectures
	1.1 Management Accounting – Definition, Objectives, Scope, Functions, Advantages, Limitations 1.2 Distinction between Financial Accounting and Management Accounting 1.3 Distinction between Cost Accounting and Management Accounting	04
Chapter 2	Marginal Costing	No. of Lectures
	2.1 Meaning and Definition of Marginal cost and Marginal Costing, 2.2 Contribution, Profit Volume Ratio, BEP, Margin of Safety 2.3 Advantages and Limitation of Marginal Costing, 2.4 Problems on Marginal Costing	16
Chapter 3	Budget and Budgetary Control	No. of Lectures
	3.1 Meaning, Definition, Nature of Budget and Budgetary Control 3.2 Types of Budgets - as per Time and Function 3.3 Zero Base Budgeting 3.4 Budgetary Control - Meaning, Nature, Objective and Limitations of Budgetary Control, Steps in Budgetary Control 3.5 Problems on Cash Budget and Flexible Budget	20
Chapter 4	Working Capital Management	No. of Lectures
	4.1 Meaning, Types and Objectives 4.2 Problems on Working Capital Management	16
Experiential Learning		No. of Lectures
Analysis of Financial Statements of one company of a financial year through working capital management		04
Total No. of Lectures		60

Problem Areas:

- Marginal Costing
- Cash Budget
- Flexible Budget
- Estimation of Working Capital

Recommended Books:

- Management Accounting, Anthony A. Atkinson, Robert S. Kaplan, Ella Mac Matsumura, S. Mark Young, G. Arun Kumar, Pearson Education
- Management Accounting M. Y. Khan, P. K. Jain, McGraw Hill Education
- Management Accounting I. M. Pandey, Vikas Publishing House
- Management Accounting, S. K.R. Paul, New Central Books Agency
- Management Accounting, Sudhindra Bhat, Excel Books
- Accounting for Management, S. N. Maheshwari, S.K Maheshwari, Sharad K. Maheshwari, Vikas Publishing House

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S.Y. BBA (SEMESTER - IV)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU4102

Course Name: Business Organization and System

Course Type: Major Core Theory

Teaching Scheme: TH: 2 Hours/Week

Credits: 2

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisites of the Course:

- Students should have basic awareness about various types of business.
- Students should have awareness about recent developments in business.

Course Objectives:

1. To make the students aware about various activities of business, business practices and recent trends in the business world.
2. To study the challenges before the businesses and setting up of a business enterprise.

Course Outcomes:

On completion of the course, student will be able to –

CO No.	Course Outcome	Cognitive Level
CO1	Define key terms related to business, trade, and industry	1
CO2	Explain the evolution of industry from Industry 1.0 to 4.0 and the impact of globalization on businesses	2
CO3	Identify different forms of business organizations (e.g., sole proprietorship, partnership firm, joint-stock company) and determine the suitability of each form for various business scenarios	3
CO4	Compare the merits and demerits of different forms of business organizations, such as sole proprietorships, partnership firms, and joint-stock companies	4
CO5	Assess the effects of Foreign Direct Investment (FDI) on retail trade and evaluate the role of industry associations like MCCIA, ROC, FICCI, and IIA	5
CO6	Apply the import and Export procedure and understand the difference between Domestic trade and Foreign trade	6

Course Contents:

Chapter 1	Nature and Evolution of Business	No. of Lectures
	1.1 Business – Meaning, characteristics, Objectives of Business, Requisites for success in Business, Divisions of Business 1.2 Evolution of Industry 1.0 to Industry 4.0 1.3 Globalization & Emergence of MNCs - Merits & Demerits 1.4 Introductions to - Mergers and Acquisitions, Franchising, BPOs and KPOs, E-Commerce, M-Commerce, On-line trading, Patents, trademarks, and copyrights	08
Chapter 2	Forms of Business Organizations	No. of Lectures
	2.1 Mixed Economy—Private Sector—Public Sector—Cooperative sector—Joint sector —Service Sector 2.2 Forms of Business Organizations—Sole proprietorship, Partnership firm, Joint stock company—Features—Merits, demerits and suitability of various forms of business 2.3 Opportunity and idea generation—Business Plan Preparation — Feasibility Study	08
Chapter 3	Domestic and Foreign Trade	No. of Lectures
	3.1 Intermediaries in Domestic Trade and Foreign Trade – Effects of FDI on Retail Trade 3.2 Import and Export procedure 3.3 EXIM policy 3.4 Industry Associations like MCCIA, ROC, FICCI, IIA etc.	08
Experiential Learning		No. of Lectures
• Comparison between sole proprietor and partnership firms. • Survey on sole proprietors who does online business.		06
Total No. of Lectures		30

Experiential Learning:

Students are encouraged to take up live projects in the market in order to acquaint students to align their theoretical knowledge and its application.

Recommended Books:

1. Business Organization and Management - Vijay Kumar Kaul Pearson New Delhi
2. Business organization - Dr. Khushpat S. Jain Himalaya Publishing House Mumbai
3. Modern Business Organisation and Management – Systems Approach S.A. Sherlekar , V.s. Sherlekar Himalaya Publishing House Mumbai
4. Business Organization - Rajendra P. Maheshwari, J.P. Mahajan International Book House New Delhi
5. Business Organisation and management - Neeruvashishtha, Namita Rajput Kitab Mahal Allahabad

6. New Course in Organization of Commerce - A.N. Rangparia ,Chopde, Negwekar and more Sheth Mumbai
7. Students' guide to Business Organisation - Dr. Neeru Vasishth Taxmann New Delhi
8. Business Organisation and Management - Jagdish Prakash Kitab Mahal Allahabad

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S.Y. BBA (SEMESTER - IV)
(2024 Course under NEP 2020)

Course Code: 24BaFinU4501

Course Name: Lab Course on Fundamentals
of Capital Market

Course Type: Vocational Skill Course

Teaching Scheme: PR: 4 Hours/Week

Credits: 2

Examination Scheme: CIA: 20 Marks

End-Sem: 30 Marks

Prerequisites of the Course:

- Students should have basic knowledge of concept of shares, debentures, and other securities.

Course Objectives:

- To acquaint the students with working in the capital market.
- To enable the students to understand the concept of stock exchanges and agencies in India.
- To understand the types of capital market.

Course Outcomes:

On completion of the course, student will be able to –

CO No.	Course Outcome	Cognitive Level
CO1	Understand the concept of capital market instrument	1,2
CO2	Know the structure, functions and participants of Capital Market	2,3
CO3	Acquaint the students about the complex mechanism involved in issuing and trading different securities.	3
CO4	Enable the students to acquire sound knowledge of functions of Stock market	2,4
CO5	Know the working of BSE and NSE in Indian Stock Market.	3

Course Contents:

Chapter 1	Introduction to Capital Market	No. of Lectures
	1.1 Capital Market: Meaning, Functions, Structure and Characteristics 1.2 Participants of Capital Market 1.3 Capital market instruments: Equity share, Preferences shares, Debenture, Bonds, 1.4 Innovative debt instruments Forward contracts, Futures contract - Options contract	15
Chapter 2	Types of Capital Market	No. of Lectures
	2.1 Primary market: Functions of primary market, issue mechanism, Procedure of IPO, Price Band, Participants, Prospectus 2.2 Secondary market: Objectives, functions of secondary markets, stock broking, e-broking, depository system- functions and benefits stock market trading, Index, SENSEX, NIFTY, Intraday Trading, Delivery Trading, Derivatives trading	15
Chapter 3	Stock Market in India	No. of Lectures
	3.1 Stock exchange: organization, membership, governing body, Bombay Stock Exchange (BSE) and National Stock Exchange (NSE): functions, trading volumes 3.2 Over the Counter Exchange of India (OTCEI): Progress and Functions	14
Experiential Learning		No. of Lectures
Completion of the Activities listed below		16
Total No. of Lectures		60

Experiential Learning:

The students will do practical activities on the 16 topics listed below.

List of Activities:

The students will prepare a report of all the listed topics and make a submission of all the assignments in a single file after the completion of the semester.

1. PPT Presentation on any topic of Capital Market

2. PPT Presentation
3. Preparation of Questionnaire on Mutual Fund Visit.
4. Preparation of Visit Report
5. Role of NSDL and CSDL as a Clearing house
6. Share price determination process in IPO
7. Capital Market complain procedure
8. Demat Account Opening procedure.
9. Case study on Capital market
10. Criteria for choosing good mutual fund investment scheme
11. Different indicators used in Intra-day trading.
12. Project report on IPO listed in last 3 months
13. IPO procedure
14. Company listing criteria in BSE and NSE
15. Listed company in SENSEX
16. Listed company in NIFTY

Recommended Books:

1. M.Y. Khan: Indian Financial System: Tata Mcgraw Hill Publishing Co. Ltd.
2. Frank J. Fabozzi & Franco Modigliani: Capital markets institutions and instruments - Prentice Hall of India, New Delhi
3. Fredric Mishkin and Stanley Eakins: Financial Markets and Institutions: Pearson Prentice Hall, Boston San Francisco, New York
4. Preeti Singh: Investment Management: Himalaya Publishing House, New Delhi

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S.Y. BBA (SEMESTER - IV)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU4301

Course Name: Public Finance and International
Economics

Course Type: Minor Paper Theory

Teaching Scheme: TH: 4 Hours/Week

Examination Scheme: CIA: 40 Marks

Credits: 4

End Sem: 60 Marks

Prerequisites of the Course:

- Students should have basic knowledge of macroeconomics.
- Students should know Finance.
- Students should know revenue, expenditure and debt.

Course Objectives:

1. Understand students public finance concepts including taxation, public expenditure, budgeting and fiscal policy.
2. Understand students analyze different tax systems and policies, including income tax, property tax, and tax incidence. .
3. Understand the students analyze public expenditure theories of public goods and merit goods, need of public debt and fiscal policy and its impact on economy.
4. Understand student's basics of international trade and theories including Ricardian, Hecksher-Ohlin.
5. Understand students balance of payments, international finance and monetary system including exchange rates and international monetary system.
6. Understand students different international trade policies and agreements including, including WTO, FTAs.

Course Outcomes:

On completion of the course, students will be able to -

CO No.	Course Outcome	Cognitive Level
CO1	To define and explain concepts public finance and public revenue, sources of revenues.	1,2,5
CO2	To define and explain public expenditure and public debt, its types and effects.	1,2,5
CO3	To discuss the role of fiscal, classify budget, deficit financing and role of finance commission.	6,4

CO4	To define international trade, explain international trade theories, BOPs,	1,2,5
CO5	To evaluate Foreign Trade Policy, explain role of foreign capital, foreign exchange market and different type's foreign exchange rates.	5,2,5
CO6	To apply economic reasoning to understand the operation of an economy.	3

Course Contents:

Chapter 1	Public Finance: Public Revenue, Public Expenditure and Public Debt	No. of Lectures
	1.1. Public Finance: Meaning, 1.1.1. Principle of Maximum Social Advantage 1.1.2. Public Revenue: Meaning 1.2. Direct Tax and Indirect Taxes: Meaning 12.1. Goods and Service Tax: Concept, Objectives and Need of GST in India 1.2.2. Concept of Impact of Tax, Incidence of Tax, Shifting of Tax & Taxable Capacity 1.3. Public Expenditure: Meaning, Classification 1.4. Public Debt: Meaning, Sources and Importance of Public Debt	14
Chapter 2	Fiscal Policy, Budget, Deficit Financing	No. of Lectures
	2.1. Fiscal Policy: Meaning, Objectives and Instruments of Fiscal Policy 2.2. Budget: Meaning, 2.2.1. Classification of Budget 2.2.2. Fiscal Responsibility and Budget Management Act, 2.2.3. Fiscal Federalism 3.1. Deficit Financing: Meaning and Objectives 3.1.1 Fiscal Solvency	12
Chapter 3	Introduction to International Economics and Theories of International Trade	No. of Lectures

	3.1. International Economics: Meaning, Scope and Importance 3.2. Theory of Absolute Cost Advantage and Ricardian Theory of Comparative Cost 3.2.1. Heckscher-Ohlin Theory 3.3. Terms of Trade: Meaning and Types of Terms of Trade 3.3.1. Causes of Unfavorable Terms of Trade to Developing Countries 3.4. Balance of Trade and Balance of Payments 3.4.1. Balance of Payments - Components 3.4.2. Disequilibrium in BOPs and 3.4.3. Measures to correct Disequilibrium in BOPs	14
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Chapter 4	India's Foreign Trade and Policy, Foreign Capital, Foreign Exchange & Regional and International Cooperation	No. of Lectures
	4.1. India's Foreign Trade and Policy : 4.1.1. Role of Foreign Trade in Economic Development 4.1.2. Highlights of India's Foreign Trade Policy Since 2015 4.1.3. Special Economic Zone: Meaning, Objectives and Role of SEZ in India's Economy 4.2. Foreign Exchange Rate: Meaning 4.2.1. Types of Exchange Rate: Fixed and Flexible Exchange Rate 4.2.2. Foreign Exchange Market: Meaning, and Functions 4.3. International Financial Institutions: 4.3.1. World Trade Organization (WTO): Agreements on Agriculture : GATs, TRIPS, TRIMS 4.3.2. IMF: Objectives and Functions 4.3.3. World Bank: Objectives and Functions	14
Experiential Learning		No. of Lectures
Assignments, Group Discussion, Report Writing		06
Total No. of Lectures		60

Recommended Books:

- Economics – Samuelson, Nordhaus –MC Graw Hill.
- Macro Economics-D.M.Mithani – Himalaya Publishing.
- Macro Economics - M.L.Jingan – Vrinda Publications (P) Ltd.

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S.Y. BBA (SEMESTER - IV)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU4401

Course Name: Business Planning & Project Management

Course Type: Open Elective (OE)

Teaching Scheme: TH: 2 Hours/Week

Credits: 2

Examination Scheme: CIA: 20 Marks

End Sem: 30 Marks

Prerequisites of the Course:

- Students should have basic understanding of business planning & development.
- Students should know the key role of a manager in planning & executing any work.
- Students should have knowledge and basic understanding of different projects like construction projects, IT projects, academic projects etc.

Course Objectives:

- To familiarize with the concept of business plan and business plan preparation.
- To create a conceptual understanding of strategies and Strategic Management process.
- To understand concept of project, Project Management approach and Project Management skills.
- To familiarize the students with the functions and techniques of Project Management.

Course Outcomes:

On completion of the course, student will be able to –

CO No.	Course Outcome	Cognitive Level
CO1	Understand the key concepts and types of business strategies	1
CO2	Relate the use of corporate level, business level & functional strategies in business	2
CO3	Apply the network techniques while planning projects in real business	3
CO4	Analyse & define project life cycle & phase-wise resource requirements	4
CO5	Evaluate the project based on pre-defined project criteria	5
CO6	Understand the proper procedures for closing a project and utilize insights to improve project management practices	1,6

Course Contents:

Chapter 1	Business Planning & Business Strategies	No. of Lectures
	1.1 Business Planning: Meaning & Process 1.2 Business Plan: Meaning, Scope 1.3 Strategy: Concept, Elements, Different Levels of Strategy 1.4 Strategic Management: 1.4.1 Meaning, Process, 1.4.2 Strategic Fit Vs. Strategic Intent: External Analysis (Industry & Competitive & PESTL), Internal Analysis (SWOT analysis) 1.4.3 Strategy Formulation: Strategy Alternatives: Growth/Expansion, Stability, Retrenchment, Combination 1.4.4 Strategy Implementation: Meaning & Process	12
Chapter 2	Project Management & Network Techniques	No. of Lectures
	2.1 Project: Meaning, Objectives, Types 2.2 Project Management: Meaning, Objectives, Scope 2.3 The Project Life Cycle, Project Management 2.4 Project Selection Criteria 2.5 Project Portfolio Process 2.6 Estimating Project Budget 2.7 Project Proposals 2.8 The Project Manager: Qualities, Role, Special Demands on the Project Manager 2.9 Project Network: Concept, Development of Project Network 2.10 Network Techniques: PERT & CPM 2.11 Project Control: Meaning, Tools	12
Chapter 3	Project Evaluation & Termination	No. of Lectures
	3.1 Purpose of Evaluation 3.2 Project Audit: Construction and Use of the Audit Report, The Project Audit Life Cycle, some essentials of an Audit/Evaluation. 3.3 Project Termination: Varieties, Reasons, Process.	06
Total No. of Lectures		30

Recommended Books:

1. Production and Operation Management: K. Mahanthappa and Siddharth Bhat, Himalaya Publishing House, 2010 editions
2. Project Management - Samuel J Mantel, Jr, Jack R. Meredith, Scott M. Shafer, Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.
3. Project Management - Vasant Desai, Himalaya Publishing House
4. Project Management: A Managerial Approach, Jack R. Meredith, Samuel J. Mantel Jr. Wiley India Pvt. Ltd.
5. Strategic Management - Text & Cases: V S P Rao, V Hari Krishna, Excel Books
6. Business Policy and Strategic Management - Concepts & Applications: Vipin Gupta, Kamala Gollakota, R. Srinivasan
7. Strategic Management and Business Policy: Azhar Kazmi, the McGraw -Hill Companies

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S.Y. BBA (SEMESTER - IV)
(2024 Course under NEP 2020)

Course Code: 24BaBbaU4601

Course Name: Research Methodology
(Tools & Analysis)

Course Type: Skill Enhancement Course

Teaching Scheme: TH: 2 Hours/Week

Credits: 2

Examination Scheme: CIA: 20 Marks

End Sem: 30 Marks

Prerequisites of the Course:

- Students should have preliminary knowledge about the concept of research.
- Students should have knowledge of use of statistics into research.
- Students should have an idea about survey and report writing.

Course Objectives:

1. To provide the students with basic understanding of research process.
2. To provide an understanding of the tools and techniques necessary for research.
3. To understand the importance report writing and the basic format to be used.
4. To create awareness about Plagiarism and Self-Plagiarism

Course Outcomes:

On completion of the course, student will be able to –

CO No.	Course Outcome	Cognitive Level
CO1	Define the key concepts & elements of research	1
CO2	Understand the process of research and the steps involved	2
CO3	Apply research knowledge to solve real life problems or issues	3
CO4	Analyze the importance of primary and secondary data in research	4
CO5	Interpret and evaluate the research outcomes	5

CO6	Propose different solutions to management problems	6
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Course Contents:

Chapter 1	Introduction to Research	No. of Lectures
	1.1 Research – Meaning, Characteristics & Importance 1.2 Types of Research. 1.3 Basic Research Process – Steps involved 1.4 Research Design – Meaning, Characteristics of a Good Research Design 1.5 Population & Sampling – Introduction & Meaning 1.6 Hypothesis Framing – Concept, Types of hypotheses, Types of Errors,	04
Chapter 2	Primary Data & Secondary Data	No. of Lectures
	2.1 Primary Data – Concept and Definitions 2.2 Respondents – Concept and Meaning 2.3 Primary Data – Methods of collecting Primary Data 2.3.1 Survey Method – Types of Surveys 2.3.2 Questionnaire Method – Types of Questions, Essentials of a Good Questionnaire 2.3.3 Interview Method – Types of Interviews 2.3.4 Experimentation & Observation Methods 2.3.5 Focus Group Methods like Panel Groups & Group Discussions 2.4 Advantages and Disadvantages of Primary Data 2.5 Secondary Data – Concept and Definition 2.6 Secondary Data – Methods & Sources of Collecting Secondary Data 2.7 Advantages and Disadvantages of Secondary Data	13
Chapter 3	Data Analysis & Project Report Writing	No. of Lectures
	3.1 Data Processing – Editing, Codification, Classification, Tabulation, Scaling & Measurement – Concept 3.2 Data Analysis – Concept 3.3 Project Report Writing – Selecting and Defining Topic, Writing Chapters, Subject Matter, Style and Structure 3.4 Research Paper Writing – Structure of Research Paper 3.5 Plagiarism and Self- Plagiarism	13
Total No. of Lectures		30

Recommended Books:

1. Ghosh, B.N. Scientific Method and Social Research (Sterling: New Delhi)
2. Kothari. C.R. Research Methodology – Methods and Techniques (New Age: New Delhi)
3. Sangale B. R. Research Methodology – (Success Publications, Pune)
4. Donald. R. Cooper and Pamela S. Schindler, Business Research Methods (Irwin McGraw- Hill Publications, New Delhi).
5. Naresh K. Malhotra, Basic Marketing Research 4/E (Pearson Education Publications).
6. S. N. Murthy and U. Bhojanna, Business Research Methods. (Excel Books, New Delhi).